

THE BASS

MISSION STATEMENT

The Bass, Miami Beach's contemporary art museum, creates connections between international contemporary art and the museum's diverse audiences. The Bass shares the power of contemporary art through experiences that excite, challenge, and educate.

ABOUT THE BASS

Focusing on exhibitions of international contemporary art, The Bass presents mid-career and established artists reflecting the spirit and international character of Miami Beach. The Bass seeks to expand the interpretation of contemporary art by incorporating disciplines of contemporary culture, such as design, fashion, and architecture, into the exhibition program. The exhibition program encompasses a wide range of media and artistic points of view that bring new thought to the diverse cultural context of Miami Beach.



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Artist Bio

Sylvie Fleury (b. 1961) lives and works in Geneva, Switzerland

Sylvie Fleury is a contemporary Swiss artist known for her seductive works that re-contextualize capitalist status symbols, luxury goods and brand slogans. Her bronze casts of high heels and shopping carts are drawn on elements from consumer society and are indebted to pioneering, appropriation, twentieth century artists like Marcel Duchamp's and Andy Warhol's "ready-mades", both in her use of commercial objects to investigate cultural desire and the construction of identity.

Fleury has shown with Galerie Thaddeus Ropac in Paris, Salon 94 in New York, and Almine Rech Gallery in Brussels. Her work can be found in the collections of The Museum of Modern Art, New York, the Centre for Art and Media in Karlsruhe, Germany, the Museum of Moderne in Salzburg, Austria, and The Bass, Miami Beach.



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Artwork

Sylvie Fleury

ETERNITYNOW, 2015

Mediterranean turquoise colored neon and metal frame

16 ft. 8 in. x 8 ft. 3 in. x 5 ft. (Eternity) and 13 ft. 6 in. x 8 ft. 3 in. x 5 ft. (Now)



Commissioned for The Bass' façade, Fleury's *Eternity Now* appropriates its title from Calvin Klein's perfume of the same name. The scent's name manifests "the thrill and raw emotion of new love, when two people realize that it is the beginning of forever." Inspired by the museum's location facing east towards the shores of Miami Beach, Fleury's neon brings new meaning to the title, evoking not only feelings of new love, but also the quest for self-perfection and pressing realities of the changing environment.

Eternity Now, Sylvie Fleury's site-specific installation, is currently situated over the façade of the Bass Museum of Art's historic building, where it was commissioned in 2015 as part of the artist's project for bassX exhibition program 2016, a series of solo projects presented by the museum during its renovation.

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The font and text of the work was appropriated from the product design for a fashion designer's perfume, Calvin Klein "Eternity", released during the same month as the first installation of the work. A seemingly self-reflexive joke made by a corporation: A scent's name referencing the immeasurable span of time and existing as a transitory experience beyond all possibilities of documentation. This language is disarmed by the artist from its implicit goal, the projection of eternal youth by exploiting the nostalgic sentiments of an aging consumer base. Fleury endeavors instead to invoke elements of the sublime, placing in her sights the functions of the museum as a fluctuating archive and pointing towards its future.

Thank you!